

**Exhibit G – Fresno Municipal Code  
Criteria for Rezone & Plan Amendments**

## FRESNO MUNICIPAL CODE CRITERIA FOR PLAN AMENDMENT AND REZONE APPLICATION NO. P24-00589

Article 58 of the Development Code, Section 15-5812 provides the necessary criteria for recommendation by the Planning Commission to the City Council in consideration of an application for a Rezone or Plan Amendment as follows:

<b>Criteria per Section 15-5812</b>	
<b>Criteria A:</b>	<i>The change is consistent with the General Plan goals and policies, any operative plan, or adopted policy;</i>
<p>These goals contribute to the establishment of a comprehensive city-wide land use planning strategy to meet economic development objectives, achieve efficient and equitable use of resources and infrastructure, and create an attractive living environment. The change in planned land use and zoning from Light Industrial to Commercial-Community provides consistency with the following General Plan goals:</p> <p><b>General Plan Goal 1:</b> Increase opportunity, economic development, business, and job creation.</p> <p><b>General Plan Goal 10:</b> Emphasize increased land use intensity and mixed-use development at densities supportive of greater use of transit in Fresno.</p> <p><b>General Plan Goal 12:</b> Make full use of existing infrastructure, and investment in improvements to increase competitiveness and promote economic growth.</p> <p><b>General Plan Goal 13:</b> Emphasize the City as a role model for good growth management planning, efficient processing and permit streamlining, effective urban development policies, environmental quality, and a strong economy.</p> <p><b>General Plan Goal 15:</b> Improve Fresno's visual image and enhance its form and function through urban design strategies and effective maintenance.</p> <p>The following are applicable objectives and policies from the Urban Form, and Land Use &amp; Design, elements of the Fresno General Plan that the project is consistent with:</p> <ul style="list-style-type: none"> <li>• <b>Objective LU-1:</b> Establish a comprehensive citywide land use planning strategy to meet economic development objectives, achieve efficient and equitable use of resources and infrastructure, and create an attractive living environment. <ul style="list-style-type: none"> <li>Policy LU-1-b: <u>Land Use Definition and Compatibility</u>. Include zoning districts and standards in the Development Code that provide for the General Plan land use designations and create appropriate transitions or buffers between new development with existing uses, taking into consideration the health and safety of the community.</li> </ul> </li> <li>• <b>Objective LU-2:</b> Plan for infill development that includes a range of housing types, building forms, and land uses to meet the needs of both current and future residents.</li> </ul>	

Policy LU-2-a: Infill Development and Redevelopment. Promote development of vacant, underdeveloped, and re-developable land within the City Limits where urban services are available by considering the establishment and implementation of supportive regulations and programs.

- **Objective LU-6:** Retain and enhance existing commercial areas to strengthen Fresno's economic base and site new office, retail, and lodging use districts to serve neighborhoods and regional visitors.

Policy LU-6-a: Design of Commercial Development. Foster high quality design, diversity, and a mix of amenities in new development with uses through the consideration of guidelines, regulations.

Policy LU-6-b: Commercial Development Guidelines. Consider adopting commercial development guidelines to assure high quality design and site planning for large commercial developments, consistent with the Urban Form policies of this Plan.

Policy LU-6-d: Neighborhood and Community Commercial Center Design. Plan for neighborhood mixed use and community commercial uses to implement the Urban Form concepts of this Plan, promote the stability and identity of neighborhoods and community shopping areas, and allow efficient access without compromising the operational effectiveness of the street system.

- Neighborhoods will be anchored by community commercial centers with a mix of uses that meet the area's needs and create a sense of place; and
- Community commercial centers will be located within Activity Centers

Policy LU-6-f: Auto-Oriented Commercial Uses. Direct highway-oriented and auto-serving commercial uses to locations that are compatible with the Urban Form policies of the General Plan. Ensure adequate buffering measures for adjacent residential uses, noise, glare, odors, and dust.

- **Objective ED-1:** Support economic development by maintaining a strong working relationship with the business community and improving the business climate for current and future businesses.

Policy ED-1-d Strategic Land Regulation. Explore increasing the amount of land properly zoned, consistent with the General Plan, and ready to be expeditiously developed, redeveloped, and/or revitalized for economic development and job creation purposes. Establish a priority infill development program for sites and districts.

Policy ED-1-e: Ready-to-Go Sites. Establish a list of "ready-to-go" or "shovel-ready" sites in consultation with property owners and provide the list to interested developers and businesses seeking sites in the city.

The change in the planned land use and zoning designation from Light Industrial to Commercial-Community would allow for commercial development that primarily serves local needs such as convenience shopping and small offices and consistent with the other adjacent commercial development to the west. Further, the change is to further facilitate and achieve the above-mentioned goals, objectives, and policies of the General Plan.

The subject properties, when designated for Commercial-Community planned land use, provide for ample commercial development along a major street. Upon reviewing the policies contained in the McLane Community Plan, there are no policies that are applicable or are no more restrictive than those contained in the Fresno General Plan or the Fresno Municipal Code (FMC). Should there be a conflict, the FMC shall control pursuant to Chapter 15, Section 15-104-D-4 of the Development Code.

Criteria B:	<i>The change is consistent with the purpose of the Development Code to promote the growth of the city in an orderly and sustainable manner and to promote and protect the public health, safety, peace, comfort, and general welfare; and</i>
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The proposed change will be consistent and more in-line with the abutting property to the west which is currently planned and zoned for community commercial uses, as opposed to industrial uses adjacent to the north, and those across N. Fine Ave to the east. Existing and future uses within the Commercial Community land use will promote and protect the public health, safety, peace, comfort, and general welfare to meet the intent and purposes of the Development Code.

Criteria C:	<i>The change is necessary to achieve the balance of land uses desired by the City and to provide sites for needed housing or employment-generating uses, consistent with the General Plan, any applicable operative plan, or adopted policy; and to increase the inventory of land within a given zoning district to meet market demand.</i>
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The proposed change in land use from Light Industrial to Commercial-Community will help the City comply with goals and policies of the General Plan, including Objectives LU-1, LU-2, LU-6, Policies: LU-1-b, LU-2-a, LU-6-a, LU-6-b, LU-6-d, LU-6-f, and Objective ED-1, Policies ED-1-d and ED-1-e as mentioned in Criteria A above. Furthermore, the proposed change in land use from Light Industrial to Commercial-Community will help the city meet the intent and vision of the General Plan as mentioned in Criteria A.